

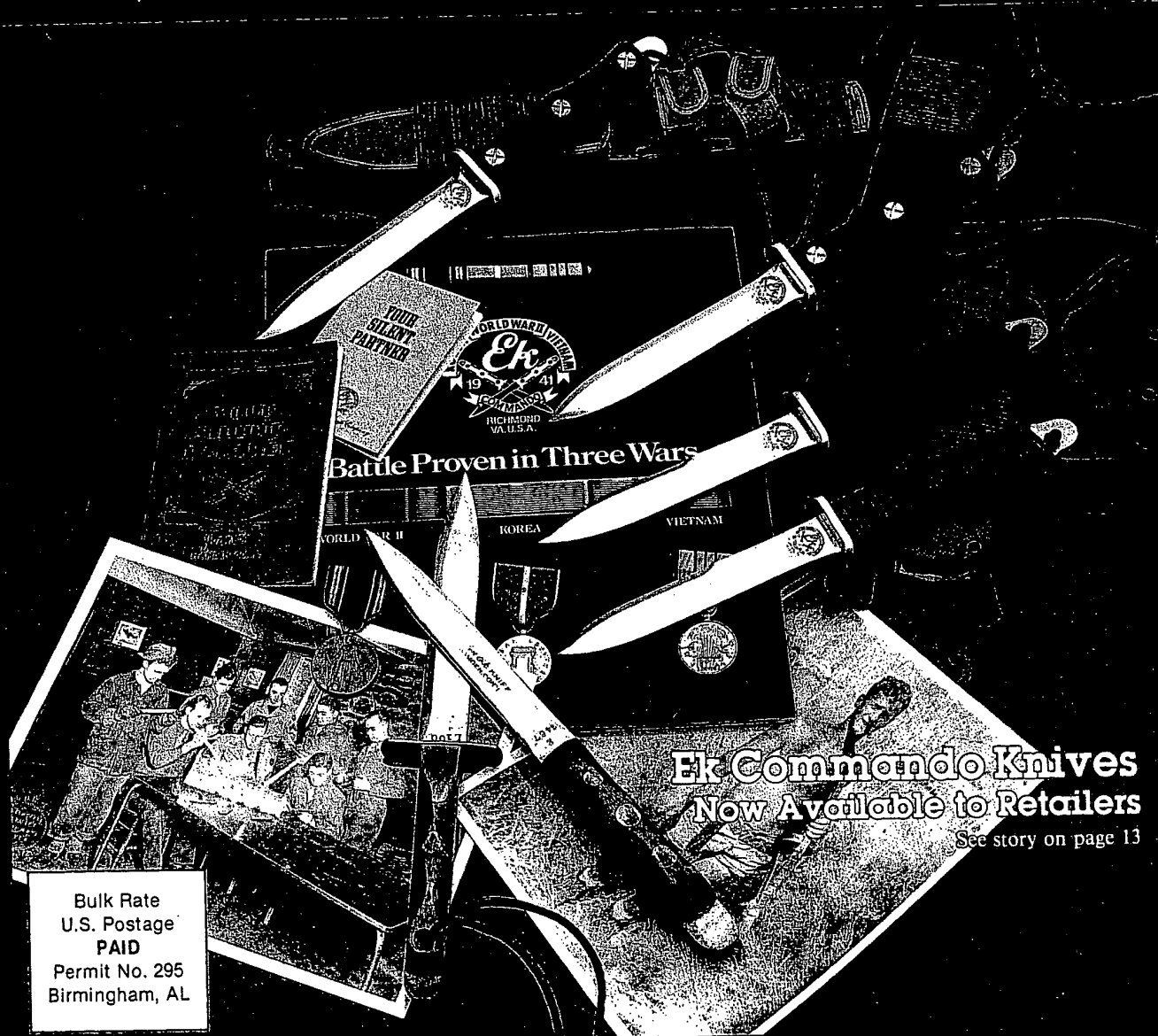
# BLADE TRADE MAGAZINE

Winter 1989  
\$5.00

**New Knives At  
The SHOT Show!**

**Counter Tips To  
Pick Up Sales**

**Plaza Cutlery—  
A Success Story**



**Ek Commando Knives  
Now Available to Retailers**

See story on page 13

Bulk Rate  
U.S. Postage  
PAID  
Permit No. 295  
Birmingham, AL

# BLADE TRADE MAGAZINE

2835 Hickory Valley Rd.  
Chattanooga, TN 37421-9933

Dear Cutlery Retailer,

Welcome to this premiere issue of Blade Trade Magazine, the only publication dedicated totally to the business of cutlery.

Blade Trade is a magazine I have felt a need for since 1976, when I started my own small cutlery shop in the mountains of North Carolina, but it is only with the recent growth of the cutlery industry that a publication like Blade Trade Magazine was feasible.

The information and tips I needed and couldn't find in those early days are contained in some of the articles you will be reading in this and future issues of Blade Trade Magazine.

In these pages you can find hundreds of helpful tips as well as authoritative articles written to give you more information to help you improve your business, whether you have a full-line cutlery shop or simply a small counter display of knives in a sporting goods or hardware store.

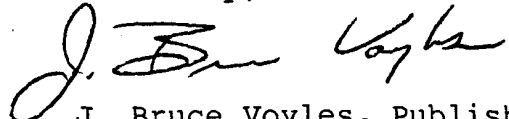
In Blade Trade Magazine you will see the new products, hear of the new trends first, and meet other cutlery retailers who will share with you their success secrets.

The late Uncle Henry Baer called the cutlery industry "our little business." He was right. Cutlery is a small business, and its participants all members of a close-knit group, a family of sorts. Through Blade Trade Magazine we will rejoice in the successes of our family members, and we will cry at their failures, and do what we can to give them the information to prevent some of those failures as well.

To receive your future issues of Blade Trade Magazine at no charge, just fill out and return the form on the next page.

You will be glad you did!

Sincerely,



J. Bruce Voyles, Publisher

# BLADE TRADE MAGAZINE

Vol. 1 No. 1, Winter 1989

## Staff

J. Bruce Voyles  
Editor & Publisher

Steve Shackelford  
Managing Editor/  
Advertising Coordinator

Jim Sasse  
Art Director

Joy Swafford  
Associate Editor

Donna Light  
Associate Editor

Ginger Storrar  
Circulation Director

Randy Patrick  
Comptroller

Copyright 1989 by American Blade, Inc. and is published quarterly, 2835 Hickory Valley Rd., Chattanooga, TN 37421. All rights reserved. Phone (615) 894-0339. Subscription rates: for US and possessions: one year \$20.00, single copy \$5.00 each. For Mexico, Canada and abroad: one year \$40.00, single copy \$10.00. Please allow 60 days notice for address change. (Send your address label from cover of magazine as well as new address to address above.) Editorial contributions should be mailed to 2835 Hickory Valley Road, Chattanooga, TN 37421 or P.O. Box 22007, Chattanooga, TN 37422 and must be accompanied by return postage. We assume NO responsibility for loss or damage of unsolicited material. Any material accepted is subject to such revisions as necessary in our sole discretion to meet the requirements of this publication. Upon acceptance, payment will be made at our current rate, which covers all author's and/or contributor's rights, title and interest in and to the material mailed, including but not limited to photos, drawings, charts and designs which shall be considered as text. The act of mailing or delivering a manuscript and/or material shall constitute as expressed by the contributor that the material is original and in no way an infringement upon the rights of others. The views and opinions of authors or advertisers, expressed or impelled herein, are not necessarily those of the publisher or editor. No responsibility for such views will be assumed. Letters and questions to the editor: The act of mailing or delivering a letter or question shall constitute permission to publish that letter or any portion unless informed otherwise in that letter.

**Christy** Excellence Since 1891  
TRADE-MARK

The  
Sliding Blade  
Pocket Knife

Yes, **THE CHRISTY KNIFE** is still available.  
Don't be fooled by imitations.  
Only **Genuine Christy Knives**  
have our Registered  
Trademark.

The Christy Co.  
905-B Dickinson Street  
Fremont, OH 43420  
[419] 332-8281

Send For Our Free Brochure — Dealer Inquiries Invited



## An original

**LEATHERMAN® TOOL**  
PORTLAND, OREGON



Available where fine cutlery is sold.

Deals all time 1-800-VIP-TOOL  
1-800-847-8665  
on program available  
with minimum quantities.

**LEATHERMAN TOOL GROUP, INC. (503) 253-7826**  
P. O. Box 20595 Portland, OR 97220

Winter 1989

# BLADE TRADE

## 3 An Introduction to the Inaugural Issue of "Blade Trade"

By J. Bruce Voyles, publisher

## 9 New Products

Take a look at some interesting knives for 1989. By Jon T. Chance

## 12 BuckLock, TruBlue Require Redesign

But no recall needed. By BT staff

## 13 Cover Story

Ek Commando Knives available to retailers for first time. By John Striker

## 14 Sharpen Your Sales Techniques

Why counter whetstones help sell knives. By Wally Avett

## 16 New Knives of the SHOT Show

See which knives will set the trends for 1989. By BT staff

## 23 Success in Retail Sales: How Plaza Cutlery Does It

Discover Dan Delavan's sales "tricks of the trade." By J. Bruce Voyles

## 26 SOG Specialty Knives: Edging Ahead in 1989

Keep up with a trend—the specialty cutlery company. By Greg Walker

## 30 Busted

What to do if you're arrested for selling "illegal" knives. By BT Staff

## 32 Learn The ABCs of Knife Knowledge

Convey your product knowledge to your customer. By Durwood Hollis

## 34 Know Your Kitchen Cutlery, the Best Seller Of All Knives

Learn the basics of selling kitchen knives. By Jon T. Chance

## 36 Boost Your Cutlery Sales With Handmade Knives

Which handmade knives to sell—and why. By Paul Basch, Mark Batten

## 38 Advertisers' Histories

Capsule histories of BT's advertisers. By BT staff

## 42 People

Events that transform the industry. By Jon T. Chance

## 43 Blade Trade Survey

Take BT's survey so BT may better service your needs. By BT staff

## 46 Advertisers Directory

See what the latest product from your favorite knife company is. By BT staff



# Grampa Ray's Adjustasharp

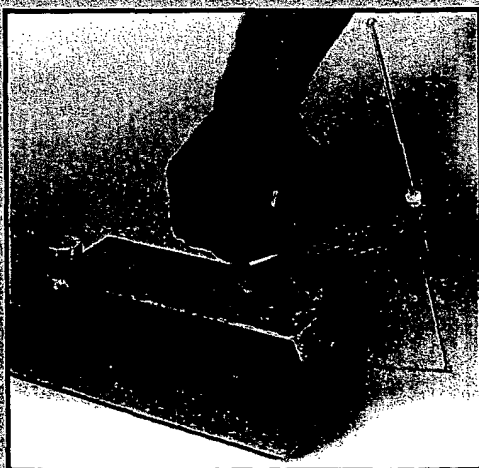
Adjustability  
to any angle

Fits  
any size  
blade

## You Get

- Perfect Edge
- Perfect Angle
- Perfect Control

You too can benefit from Grampa Ray's 20 years of experience in designing sharpeners, and improving stones.



USE ANY STONE BY ADDING  
MY LONG RODS

Use on  
any size stone

My grandpa Ray made this little guide for me so I could always keep my knives sharp and quit BUGGING him all the time... When I clamp it on to my knives, it allows me to hold the same angle with each pass over the sharpening stone. What's really neat is that I can adjust it to fit any angle; it's so easy...I can use it on any stone...even grandpa's GREAT BIG THREE STONE SHARPENER...But only if I use the long rods he gave me. "Boy I'm lucky to have a grandpa like this. But you know, I bet my grandpa Ray would make one for you too ...Just ask him!"

## Adjustasharp Complete Controlability

Call or Write



Grampa Ray's  
16749 Indian Hollow Road  
Gratton, Ohio 44044  
(216) 355-5365